

Message Text

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PAGE 01 BELGRA 01483 231250Z
ACTION EUR-12

INFO OCT-01 ISO-00 COME-00 EB-08 USIA-15 /036 W
-----129714 232320Z /70

R 230903Z FEB 78
FM AMEMBASSY BELGRADE
TO AMEMBASSY WARSAW
SECSTATE WASHDC 5386

UNCLAS BELGRADE 1483

FROM E/C COUNSELOR EVANS TO E/C COUNSELOR SMITH

EO 11652: NA
TAGS: BEXP, YO, AFSP
SUBJ: PROPOSED VISIT OF COMMERCIAL ATTACHE MCMULLEN

1. EMBASSY BELGRADE IS NOW IN PROCESS OF RECRUITING US FIRMS FOR US COMMERCIAL EXHIBITION, BEING ORGANIZED BY EMBASSY/ CONGEN ZAGREB, TO BE HELD AT SEPT 1978 ZAGREB FALL FAIR. FOR MANY YEARS USIA HAD LARGE IMAGE EXHIBITION AT THIS FAIR, WHICH IS LARGEST AND BEST KNOWN IN YUGOSLAVIA. FOLLOWING USIA DECISION TO CEASE ANNUAL ZAGREB EXHIBITIONS, CONGEN ZAGREB ORGANIZED SMALL COMMERCIALY ORIENTED US EXHIBITION AT SEPT 1977 FALL FAIR.

2. WE BELIEVE THERE ARE SOUND POLITICAL AND ECONOMIC REASONS FOR CONTINUED AND EXPANDED US COMMERCIAL PARTICIPATION AT THE ZAGREB FALL FAIR AND WE ARE CURRENTLY ENGAGED IN EFFORTS SUBSTANTIALLY TO IMPROVE THIS YEAR'S EXHIBIT. IN PLACE OF LAST YEAR'S ESSENTIALLY AD HOC APPROACH, WE WOULD LIKE TO ESTABLISH REGULAR PROCEDURES TO ENSURE THE CONTINUED SUCCESS AND EXPANSION OF ANNUAL US EXHIBITIONS. WE BELIEVE US EXHIBITION AT POZNAN FAIR OFFERS GOOD MODEL OF WHAT US EXHIBIT AT ZAGREB FAIR COULD BECOME AND UNDERSTAND THAT MANY OF THE PROBLEMS ORIGINALLY ENCOUNTERED IN ORGANIZING POZNAN EXHIBITION ARE SIMILAR TO ONES WE NOW FACE.

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3. EMBASSY WOULD LIKE TO SEND COMMERCIAL ATTACHE ROBERT BRUCE MCMULLEN TO WARSAW FOR 2-3 DAYS TDY NEXT WEEK TO DISCUSS WITH APPROPRIATE EMBASSY PERSONNEL A NUMBER OF POINTS RELATED TO ORGANIZING OF POZNAN EXHIBITION. AMONG TOPICS MCMULLEN WOULD LIKE TO DISCUSS ARE:

A. ARRANGEMENTS FOR RECRUITING US FIRMS;

B. FINANCIAL PROCEDURES ESTABLISHED TO HANDLE REVENUES AND
TO ENSURE AGAINST EXHIBITION LOSSES;

C. SERVICES PROVIDED TO EXHIBITORS.
MCMULLEN WOULD ALSO LIKE TO VISIT AND DISCUSS OPERATION OF US
TRADE DEVELOPMENT CENTER IN WARSAW.

4. PLEASE ADVISE IF VISIT ACCEPTABLE AND, IF SO, WHETHER
MARCH 1-3 DATES ARE CONVENIENT.

5. FOR DEPARTMENT (EUR-EX): PLEASE CABLE APPROVAL ASAP.
EAGLEBURGER

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NNN

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